

Application No. 09/707,335  
Amdt. dated February 28, 2005  
Reply to Office Action of August 26, 2004

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### LISTING OF CLAIMS:

What is claimed is:

1. (previously presented) A method of selectively delivering data over a network to a consumer's device, comprising:

tagging data to weather conditions so that a first set of data associated with one weather condition differs from a second set of data associated with a second weather condition;

receiving real-time weather data for a plurality of geographic locations;

determining a geographic location associated with the consumer's device;

determining the real-time weather data that is associated with the geographic location of the consumer's device;

selecting the data by selecting the set of data that is associated with the weather condition that corresponds to the real-time weather data associated with the consumer's device; and

transmitting the selected data for receipt by the consumer's device via the network.

2. (previously presented) The method as set forth in claim 1, wherein the tagging of the data comprises tagging advertisements to the weather conditions and the transmitting comprises transmitting advertising that corresponds to the weather conditions for the consumer's device.

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3. (previously presented) The method as set forth in claim 1, wherein the tagging of the data comprises tagging recommendations to the weather conditions and the transmitting comprises transmitting recommendations that corresponds to the weather conditions for the consumer's device.

4. (previously presented) The method as set forth in claim 1, wherein the tagging of the data comprises tagging commands to the weather conditions and the transmitting comprises transmitting commands that corresponds to the weather conditions for the consumer's device.

5. (original) The method as set forth in claim 1, wherein determining the geographic location of the consumer's device comprises determining the geographic location from information available at the consumer's device.

6. (original) The method as set forth in claim 1, wherein determining the geographic location of the consumer's device comprises determining the geographic location from information available through the network.

7. (original) The method as set forth in claim 1, wherein the consumer's device comprises a computer.

8. (original) The method as set forth in claim 1, wherein the consumer's device comprises a hand-held device.

9. (original) The method as set forth in claim 1, wherein the consumer's device comprises a mobile radiotelephone.

10. (original) The method as set forth in claim 1, wherein the consumer's device comprises a TV product.

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11. (previously presented) A method of delivering advertisements over a network based on local weather conditions, comprising:

associating advertisements with weather conditions so that different weather conditions are associated with different sets of advertisements;

determining a geographic location associated with a consumer's device;

detecting, in real-time, a weather condition associated with the geographic location of the consumer's device;

selecting, in real-time, a desired advertisement based on the real-time weather condition associated with the consumer's device, the desired advertisement being a first advertisement if the real-time weather condition at the geographic location is a first weather condition and being a second advertisement if the real-time weather condition at the geographic location is a second weather condition; and

transmitting the desired advertisement to the consumer's device over the network.

12. (original) The method as set forth in claim 11, wherein associating advertisements with weather conditions comprises tagging advertisements to at least one of the weather conditions.

13. (original) The method as set forth in claim 11, wherein the associating further comprises tagging advertisements to geographic regions and wherein the selecting comprises selecting the desired advertisement based on the geographic location of the consumer's device.

14. (previously presented) The method as set forth in claim 13, wherein selecting the desired advertisement comprises selecting an advertisement which is tagged to a smallest geographic region that encompasses the geographic location of the consumer's device.

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15. (original) The method as set forth in claim 11, wherein the associating advertisements comprises tagging advertisements to weather conditions relating to goods or services being advertised in the advertisements.

16. (withdrawn) A method of delivering weather information by a first entity at a first Internet site in partner relationships with a plurality of other entities, comprising:

receiving a request for weather information at the first site, the request originating from a consumer;

determining if one of the partner relationships is triggered by the request;

if the request does trigger one of the partner relationships, transmitting a first set of information to the consumer, the first set of information including the weather information and is delivered in accordance with rules defined by the partner relationship with one of the entities;

if the request does not trigger one of the partner relationships, then sending a second set of information to the consumer, the second set of information including the weather information and an identifier of the first entity;

wherein the partner relationships have different rules for defining how weather information is delivered whereby a first request associated with one partner relationship is fulfilled with content that is different from a second request associated with a second partner relationship.

17. (withdrawn) The method as set forth in claim 16, wherein receiving comprises receiving the request directly from the consumer.

18. (withdrawn) The method as set forth in claim 16, wherein receiving comprises receiving the request from a second site.

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19. (withdrawn) The method as set forth in claim 16, wherein determining if one of the partner relationships is triggered comprises detecting a domain name associated with the request.
20. (withdrawn) The method as set forth in claim 16, wherein determining if one of the partner relationships is triggered comprises detecting a URL associated with the request.
21. (withdrawn) The method as set forth in claim 16, wherein determining if one of the partner relationships is triggered comprises detecting a cookie associated with the request.
22. (withdrawn) The method as set forth in claim 16, wherein transmitting the first set of information to the consumer comprises merging the weather information with an identifier of the one entity.
23. (withdrawn) The method as set forth in claim 22, wherein the merging comprises using includes to combine the weather information with the identifier of the one entity.
24. (withdrawn) he method as set forth in claim 16, wherein transmitting the first set of information to the consumer comprises sending both the identifier of the first entity and an identifier of the one entity.
25. (withdrawn) A method of delivering personalized weather information to consumers over the Internet, comprising:
- obtaining consumer data on consumers, the consumer data indicative of the consumers' interests;
  - receiving requests for weather information from consumers, the requests being sent through the Internet;

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pulling the consumer data on the consumers issuing the requests for weather information;

selecting weather information for the consumers based on the consumer data on each individual consumer; and

transmitting the selected weather information to the consumers;  
wherein when identical requests for weather information arrive from consumers, the selected weather information transmitted to individual consumers differ if the consumer data differ for the individual consumers.

26. (withdrawn) The method as set forth in claim 25, wherein the obtaining consumer data comprises receiving the consumer data from the consumers.

27. (withdrawn) The method as set forth in claim 25, wherein the obtaining consumer data comprises detecting consumer behavior on the Internet.

28. (withdrawn) The method as set forth in claim 25, wherein the obtaining consumer data comprises obtaining consumer profiles.

29. (withdrawn) The method as set forth in claim 25, wherein the obtaining consumer data comprises obtaining keys on the consumers.

30. (withdrawn) The method as set forth in claim 25, wherein the pulling consumer data comprises retrieving profiles for the consumers issuing the requests.

31. (withdrawn) The method as set forth in claim 25, further comprising applying rules to the consumer data and the selecting comprises selecting the weather information based on results of the applying of rules.

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32. (withdrawn) The method as set forth in claim 25, wherein the obtaining consumer data comprises classifying consumers interests with regard to weather and the selecting comprises selecting weather information based on the consumers' weather interests.

33. (withdrawn) A method of delivering personalized information and weather information to consumers over the Internet, comprising:

obtaining consumer data on consumers, the consumer data indicative of the consumers' interests;

receiving requests for weather information from consumers, the requests being sent through the Internet;

pulling the consumer data on the consumers issuing the request for weather information;

selecting personalized information for the consumers based on the consumer data on each individual consumer;

selecting weather information based on the requests for weather information;

transmitting the personalized information and the selected weather information to the consumers;

wherein when identical requests for weather information arrive from consumers, the personalized information and weather information transmitted to individual consumers differ if the consumer data differ for the individual consumers.

34. (withdrawn) The method as set forth in claim 33, wherein the selecting personalized information comprises selecting advertisements targeted to the consumers' interests.

35. (withdrawn) he method as set forth in claim 33, wherein the selecting personalized information comprises selecting weather content targeted to the consumers' interests.

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36. (withdrawn) The method as set forth in claim 33, wherein the selected personalized information comprises selecting recommendations targeted to the consumers' interests.

37. (withdrawn) The method as set forth in claim 33, wherein the selected personalized information comprises selecting commands targeted to the consumers' interests.

38. (previously presented) A method of providing recommendations over a network in response to weather conditions, comprising:

associating each of the plurality of recommendations with at least one trigger;

obtaining real-time weather data from at least one data feed;

deriving real-time weather conditions associated with a plurality of geographic locations;

associating consumers with their respective geographic locations to determine the real-time weather conditions for the consumers' geographic locations;

monitoring the real-time weather conditions at the consumers' geographic locations to detect triggerable conditions associated with the real-time weather conditions;

in response to detecting triggerable conditions, selecting recommendations to issue by selecting the recommendations that are associated with the triggers that correspond to the triggerable conditions;

identifying consumers to receive the recommendations; and

transmitting the recommendations over the network to the identified consumers.

39. (original) The method of providing recommendations as set forth in claim 38, wherein monitoring comprises monitoring the weather conditions for severe weather conditions.



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40. (original) The method of providing recommendations as set forth in claim 38, wherein selecting recommendations comprises selecting recommendations based on the weather conditions, geographic location, and consumer.
41. (original) The method of providing recommendations as set forth in claim 38, wherein identifying comprises identifying consumers based on their interests.
42. (original) The method of providing recommendations as set forth in claim 38, wherein the transmitting comprises transmitting the recommendations over the Internet.
43. (original) The method of providing recommendations as set forth in claim 38, further comprising enabling consumers to define the triggerable conditions.
44. (withdrawn) A method of issuing commands over a network in response to weather conditions, comprising:
- associating each of the plurality of commands with at least one trigger;
  - obtaining real-time weather data from at least one data feed;
  - deriving real-time weather conditions associated with a plurality of geographic locations;
  - associating consumers with their respective geographic locations to determine the real-time weather conditions for the consumers' geographic locations;
  - monitoring the real-time weather conditions at the consumers' geographic locations to detect triggerable conditions associated with the real-time weather conditions;
  - in response to detecting triggerable conditions, selecting commands to issue by selecting the commands that are associated with the triggers that correspond to the triggerable conditions;
  - identifying consumer devices to receive the commands; and
  - transmitting the commands to the identified consumer devices.

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45. (withdrawn) The method of issuing commands as set forth in claim 44, wherein the monitoring comprises detecting when the weather conditions exceed threshold conditions.

46. (withdrawn) The method of issuing commands as set forth in claim 44, wherein the identifying consumer devices comprise identifying the devices based on the weather conditions.

47. (withdrawn) The method of issuing commands as set forth in claim 44, further comprising enabling consumers to select devices to receive the commands and enabling consumers to define circumstances under which the commands are issued.

48. (withdrawn) A method of providing weather information over a network to consumers, comprising:

- receiving weather data from at least one weather data feed;
- parsing the weather data from the weather data feed and tagging the parsed weather data with a plurality of tags according to a set of defined parsing rules;
- storing the tagged and parsed weather data in modular units;
- selectively gathering the modular units of tagged and parsed weather data based on the tags and according to a set of business rules;
- assembling the selected modular units of tagged and parsed weather data for presentation and for delivery to the consumers; and
- transmitting the assembled and selected modular units of tagged and parsed weather data over the network to the consumers.

49. (original) The method of providing weather information over the network as set forth in claim 48, wherein receiving comprising receiving weather data from a plurality of data feeds.

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50. (withdrawn) The method of providing weather information over the network as set forth in claim 48, wherein storing the tagged and parsed weather data comprises storing the tagged and parsed weather data in a common document model.

51. (withdrawn) The method of providing weather information over the network as set forth in claim 48, wherein selectively gathering comprises gathering the modular units based on attributes of each consumer.

52. (withdrawn) The method of providing weather information over the network as set forth in claim 48, wherein selectively gathering comprises gathering the modular units based on a geographic location of the consumer.

53. (withdrawn) The method of providing weather information over the network as set forth in claim 48, wherein selectively gathering comprises gathering the modular units based on weather conditions near the consumer.

54. (withdrawn) The method of providing weather information over the network as set forth in claim 48, wherein selectively gathering comprises gathering the modular units based on a consumer's device receiving the assembled and selected modular units of tagged and parsed weather data.

55. (withdrawn) The method of providing weather information over the network as set forth in claim 48, wherein selectively gathering comprises gathering the modular units based on a co-brand relationship with another entity.

56. (withdrawn) The method of providing weather information over the network as set forth in claim 48, wherein assembling comprises assembling the modular units responsive to

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a consumer's device for receiving the assembled and selected modular units of tagged and parsed weather data.

57. (withdrawn) The method of providing weather information over the network as set forth in claim 48, further comprising receiving requests for weather information from the consumers.

58. (withdrawn) The method of providing weather information over the network as set forth in claim 48, wherein transmitting comprises transmitting the assembled and selected modular units of tagged and parsed weather data over the Internet.

59. (withdrawn) The method of providing weather information over the network as set forth in claim 48, wherein transmitting comprises transmitting the assembled and selected modular units of tagged and parsed weather data over a cable television network.

60. (withdrawn) The method of providing weather information over the network as set forth in claim 48, wherein transmitting comprises transmitting the assembled and selected modular units of tagged and parsed weather data over a wireless network.

61. (withdrawn) The method of providing weather information over the network as set forth in claim 48, further comprising transmitting assembled and selected modular units of tagged and parsed weather data over more than one network.

62. (withdrawn) A method of allowing a consumer to customize delivery of weather information over the Internet, comprising:

allowing the consumer to identify specific types of weather information desired by the consumer;

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enabling the consumer to specify an arrangement of the desired weather information;  
identifying a consumer's device for receiving the desired weather information;  
storing consumer's preferences as to the types of weather information, arrangement of weather information, and consumer's device;  
receiving a request from the consumer for weather information;  
identifying the consumer making the request;  
retrieving the consumer's preferences in response to the consumer's request;  
retrieving weather information in accordance with the consumer's request and consumer's preferences; and  
transmitting the weather information to the consumer's device over the Internet

wherein the weather information presented to the consumer is customized based on the consumer's preferences as to the types of weather information, arrangement of weather information, and consumer's device.

63. (withdrawn) The method of allowing the consumer to customize delivery of weather information as set forth in claim 62, wherein identifying of the consumer's device comprises receiving input from the consumer as to what device should receive the weather information.

64. (withdrawn) The method of allowing the consumer to customize delivery of weather information as set forth in claim 62, wherein the identifying comprises using cookies to identify the consumer.